

HOWITZER

ANNUAL PUBLICATION OF THE CORPS OF CADETS

UNITED STATES MILITARY ACADEMY, WEST POINT, NY 10996

March 15, 2001

Dear Members of West Point Parent Club,

The members of the yearbook staff are busy compiling the many pages of the 2001 *Howitzer*. The 104th edition of the Corps of Cadets yearbook promises to be a prestigious book. The tremendous dedication and hard work shown by the staff members are sure to be reflected in the final product.

Enclosed are order forms and information pertaining to West Point Parent Club advertisements. Order forms may be reproduced and distributed to members of your club desiring to purchase a copy of the 2001 *Howitzer*. Further information regarding parents club advertisements and the 2001 *Howitzer* may be obtained by visiting <http://www.usma.edu/USCC/dca/Pubs/> on the World Wide Web. Also included is a sheet of Frequently Asked West Point Parent Club Advertisement Questions.

In the past few years the quality of some of the material submitted by Parents Clubs has not always met the standards which will ensure quality reproduction. This year the *Howitzer* will allow Parents Clubs to submit a mock-up of the advertisement. In turn, Cadet Activities, at an additional cost will design your advertisement. If you choose this option, we will gladly mail or fax a proof of your ad for approval prior to publication. Please note that if you wish to use photographs or artwork other than the Class Crest or Academy Crest in your advertisement, the Parent Club is responsible for providing the *Howitzer* with original pictures and artwork. Photocopies will not be accepted.

When a Parent Club places a camera-ready advertisement with the *Howitzer*, they will receive a complimentary, personally inscribed 2001 *Howitzer*. Please refer to the enclosed rate sheet for specific advertisement sizes and rates. The deadline for submitting Parent Club advertisements is August 15, 2001.

Parent Club support, either through advertisement or "Friends & Supporters" messages, helps keep the cost of the yearbook as low as possible. The staff of the 2001 *Howitzer* and the Class of 2001 thank you for your continued support. Best wishes from West Point.

Sincerely,

Anne L. Caliendo
Publications Coordinator
Directorate of Cadet Activities

**SPECIAL ADVERTISING RATES FOR
WEST POINT PARENT CLUBS ONLY
2001 *HOWITZER***

Trim Size: 9" x 12"

Space Rates (black & white only) and mechanical requirements:

	WPPC Prepares	<i>Howitzer</i> Prepares
Quarter Page (3½" x 5" or 2 ¼" x 7 ½")	\$225.00	\$275.00
Half Page (7½" x 5" or 3½" x 10¼")	\$375.00	\$425.00
Full Page, with border (7½" x 10½")	\$500.00	\$600.00
Full Page, bleed (9 1/8" x 12 1/8")	\$500.00	\$600.00

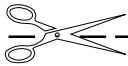
These rates apply **only** to West Point Parent Clubs. Commercial advertisers pay standard rates. Prices are NET to the Directorate of Cadet Activities and do not allow for any outside agency commission.

ADVERTISING AGREEMENT

Print will be done entirely by offset lithography. Cuts or mats are not required. Original artwork, photographs, or reproduction proofs are required. **ALL COPY MUST BE SUBMITTED IN CAMERA-READY FORM.** Camera-ready advertisements may be generated on a laser printer, however, the output must be done at a resolution of at least 600 dots-per-inch. Half-tone negative separations are also accepted. If you need help with obtaining clipart for your advertisement or have any technical questions, please refer them to our office at (845) 938-2780/7989.

Camera-ready, first-generation copy with professional quality artwork done by the Parents Club for the 2001 *Howitzer* must be furnished to the *Howitzer* NLT **August 15, 2001**. If you wish to have the *Howitzer* prepare your advertisement, please insure that your material is submitted NLT **July 15, 2001**. Please send your copy with full payment to:

Directorate of Cadet Activities • ATTN: Publications/2001 *Howitzer*
Eisenhower Hall, Building 655 • West Point, New York 10996-1593



The West Point Parents Club indicated below hereby requests the enclosed _____ page advertisement or the material for this size advertisement to be placed in the 2001 *Howitzer*. We have enclosed a check made payable to **Cadet Activities Fund** in the amount of \$_____.00 as full payment. (**Please Note:** Parent Club advertisements must be prepaid.)

Full Name of Parents Club (please print)

Full Name & Position

Address

Signature

City State Zip

Daytime Telephone Number

Fax Number (should we need to fax you a proof of your advertisement if you request the *Howitzer* design it)

Is the address listed above where the complimentary copy of the 2001 *Howitzer* should be sent?

Yes ☐ **No** ☐ If **No**, please indicate below the mailing address for your club's complimentary copy of the 2000 *Howitzer*. Please indicate any special instructions on the back side of this form. Thank you for your continued support.

Full Name (please print)

Street Address (for UPS delivery)

City State Zip

Daytime Telephone Number